



FABEC Implementation Phase

Communication Plan FABEC IP

EC Information

Annex J



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DOCUMENT SUMMARY

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1 INTRODUCTION

During the Feasibility Study Phase FABEC established a formal working group consisting of communication senior experts from the partners involved. The objective of this group was to develop and execute a consistent and sustainable communication to support the strategic objectives of FABEC. Based on this consensus a communication mix has been developed and updated taking into account the different stages in the development of FABEC.

2 FABEC COMMUNICATION STRATEGY

The FABEC will not be successful without a proactive communication and a consultation process. Therefore the Communication Cell has to develop a professional communication plan which includes and combines all necessary measures to be taken. The CC is responsible for the development, planning and execution of all strategic communication steps. This also includes the planning and executing of the consultation process with all relevant stakeholders based on the knowledge of the experts and according to the FABEC strategy. Coordination with the formal social dialogue steered by the ANSP Strategic Board is foreseen. The tonality of the communication is fact based and realistic.

2.1 *Branding*

ANSPs decided in 2008 to implement a common co-branding combining the FABEC brand with the individual brands from the ANSPs (member of FABEC).

2.2 *Stakeholder Meetings*

During the last years several stakeholder meetings took place – on both FABEC-level as well as national level. On national level existing means were used.

2.2.1 Consultation Meeting FABEC Establishment 11 May 2012

The purpose of this meeting is to consult the stakeholder on the overall “added value” following the EC regulation. In addition, it will be used to inform on the files to be provided to the European Commission.

2.2.2 Operational Expert Meeting, 29 March 2012

The objective of this meeting was to discuss with the airspace users current operational projects as well as the FABEC Airspace Strategy.

2.2.3 Consultation Meeting, 20 May 2011

This meeting was the second one in the formal consultation process of the FABEC Performance Plan. Its purpose was to safeguard proper involvement of the different stakeholders. The meeting was combined with a web-based written consultation process.

2.2.4 Airspace Users Workshop, 4 April 2011

The purpose of this meeting was to prepare the formal FABEC Performance Plan consultation meeting taking place on 20 May 2011.

2.2.5 ATFCM/ASM live trial

This videoconference was targeting dispatchers to inform on the first ATFCM/ASM live trial taking place in spring 2011.

2.2.6 FABEC Cargo Airlines Workshop

The main purpose of this workshop to discuss with operational experts from cargo airlines – which mainly flying during the night – the usage of the Night Network. During the discussion it became obvious that there was a lack on information which lead to shortfalls in the usage of shorter routes.

2.2.7 FABEC Expert Meeting Operations

The purpose of the meeting was to inform operational experts on progress made in the operational domain.

2.2.8 FABEC Round-Table on Institutional Affairs

To prepare the signing of the FABEC Treaty ComCell organised on behalf of the States a round-table on institutional affairs.

2.2.9 Round-Table Workshop on Financial Aspects

The occasion of the Financial Round-Table was used to discuss the single unit rate and data harmonisation.

2.2.10 FABEC Civil Military Conference

The high-level conference lead to a common view and communique on civil-military issues.

2.2.11 FABEC Expert Workshop Operations 2009

FABEC used the chance to inform the airspace users on operational projects.

2.2.12 Stakeholder Forum 2008

The purpose of this meeting was to inform on the FABEC Declaration of Intent .

2.2.13 Aviation Summit 2008

During the EC Aviation Summit 2008 in Bordeaux States signed the FABEC Declaration of Intent and ANSPs signed the ANSP Agreement.

2.2.14 Round-Table Workshop on Financial Aspects

The purpose of this meeting was to prepare the Cost-Benefit-Analysis.

2.2.15 Customer Consultation Workshop 2008, Stakeholder Forum 2007, First Stakeholder Forum 2007, User Expectation Workshop 2007

During the Feasibility Study Phase several stakeholder meetings took place.

2.3 *Press*

FABEC conducted a big international press conference on the signing of the FABEC Treaty by the responsible Ministers and Generals. In addition, about 20 press releases were launched on several topics.

2.4 *Media*

2.4.1 Website www.FABEC.eu

FABEC launched in 2007 a website which was redesigned in 2010. The website is updated on regular basis and used as information portal. In addition it is the technological basis for the written consultation processes.

2.4.2 Brochures and leaflets

FABEC communication produced a brochure and several leaflets on specific topics (Airspace Strategy (2012), Project CBA Land/Central West (2012), XMAN (2012), Project FROG (2012), Project PMS in Extended TMA (2012), ATCO basic training (2012), Joining forces in the technical domain (2012), AIRE (2011) ATFCM/ASM (2011), City Pairs (2011), AMRUFRA (March 2010).

2.4.3 Newsletter

To inform on actual developments is the purpose of the FABEC Newsletter. Until January 2012 15 issues were distributed.

2.4.4 Exhibitions

FABEC ANSP agreed on one common booth at ATC Global. FABEC was represented in 2008, 2010, 2011 and 2012.

2.4.5 Videos

To visualize the progress made in several domains FABEC produced 5 videos, called FABEC Newsflash. Some are also distributed via youtube.com.

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